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# AI Proof Your Small Business SEO for Large Tourism Events Toolkit

A Practical Guide for Small Business Owners

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**CITY OF  
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**CDD**

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# How to Use This Toolkit

Adopting AI for marketing is one of the most transformative decisions a business owner will make. This toolkit is designed to walk you through a clear and practical step-by-step process to help you build an SEO marketing campaign, powered by AI, that attracts potential new customers during large tourism events in your community.

Whether there's a large sporting event in your community, like a World Cup, or a Super Bowl, or a corporate conference that attracts thousands of visitors to the city at any given time, these events present great opportunities to increase your local business awareness. The tools in the toolkit help you position your business for attracting this pool of new customers.

## Toolkit Structure

The toolkit is organized into thematic sections that align with key stages building a tourism focused SEO campaign:

Section	Purpose
<b>Tool 1: Event 'Source' Websites</b>	Identify source information for tourism events in your community.
<b>Tool 2: Website Scraping</b>	Extract valuable keywords to build your SEO campaigns around.
<b>Tool 3: Prompting LLM's for Content Ideas</b>	Use LLM's like Claude, ChatGPT, Gemini, etc. to prompt for content ideas, based on the keywords you extract.
<b>Tool 4: AI Content Production Acceleration</b>	Use AI tools to take the content ideas generated from LLM's to produce automated content.
<b>Appendix</b>	Additional resources and platform how to's.

## What's Included in Each Section

- **Key Concepts:** Definitions of important terms like "AI Agents," "Hallucinations," and "Local SEO" to help you clarify complex technology.

## Tips for Using This Toolkit Effectively

- **Start with your business goals** before focusing on the specific AI tools. Don't adopt a tool just because it is popular; adopt it because it solves a specific problem defined in Tool 1.
- **Revisit sections as needed.** AI implementation is not a linear process; you may need to adjust your strategy as algorithms change.
- **Consult with your team.** If you have staff, involve them in the work to ensure they are comfortable using these new technologies.
- **For further assistance,** you can refer to the resources provided by the City of Cambridge or the specific support guides for the software platforms mentioned (i.e. Blawgy).

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## Key AI Marketing Terms

Term	Definition
<b>AI Agent</b>	An autonomous system that can complete multi-step goals (e.g., "Research competitors") without needing a human to prompt every step.
<b>Hallucination</b>	When an AI provides a confident but factually incorrect answer because it is predicting the "next likely word" rather than checking facts.
<b>Local SEO</b>	Strategies focused on improving your business's visibility in local search results, specifically the Google "Map Pack."
<b>Prompt Engineering</b>	The process of refining the specific instructions given to an AI to achieve higher-quality, more accurate results.
<b>LLM's</b>	LLMs (Large Language Models) are AI systems that understand and generate human-like text.
<b>Tool Calling</b>	The ability of an AI agent to use external software (like checking a calendar or updating a spreadsheet) to complete a task.

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## Tool 1: Event ‘Source’ Websites

**Purpose:** Identify source information for tourism events in your community.

### What is an event “source” website?

An event “source” website is the **original website where official event information is published**. In this context, it is the primary digital place where event organizers publish details that drive tourist behavior and search traffic.

These sites contain the raw inputs for SEO strategy:

- event names
- dates
- locations
- sponsor brands
- venue details
- related keywords

#### Example:

- Boston Marathon official site
- City tourism board event calendar
- Convention center event listings
- Festival or concert organizer websites

These are NOT blogs or summaries — they are the **origin of demand signals**.

### Where do you find event “source” websites?

You find them by going directly to **official planners and organizers of events**.

#### Main categories:

##### 1. City & government tourism sites

- “Visit Boston”
- “Discover Cambridge”
- City event calendars

##### 2. Event organizer websites

- Concert promoters

- Festival organizers
- Sports event operators
- Convention organizers

### **3. Venue websites**

- Stadiums
- Convention centers
- Theaters
- Exhibition halls

### **4. Sponsor / partner sites**

- Corporate sponsors of events
- Brand landing pages tied to events
- Ticketing platforms

### **5. Aggregator platforms (secondary sources)**

- Eventbrite
- Meetup
- Ticketmaster

These help you expand, but are not the “true source”.

## **What do you do after you’ve discovered event websites?**

Execution is:

### **Step 1: Extract demand signals**

Pull key information like:

- event names
- dates
- location terms
- repeated phrases
- sponsor language
- attendee intent (“what to do near...”)

This becomes your keyword base.

### **Step 2: Convert into SEO opportunities**

Turn those signals into:

- blog topics
- Google Business posts
- landing pages
- FAQ content
- “near event” search pages

### **Example transformation:**

“Boston Food Festival 2026” →

- “Best places to eat near Boston Food Festival”
- “Where to eat before Boston Food Festival”
- “Restaurants near Seaport events”

## **Step 3: Feed into AI tools**

Use LLMs to scale output:

- generate 20–50 keyword variations
- write SEO content
- create local landing pages
- build Google Business updates

## **Step 4: Publish strategically**

Distribute across:

- Google Business Profile
- Website blog
- Local landing pages
- Social media posts

## **Step 5: Time it correctly (critical)**

- BEFORE event → awareness content
  - DURING event → conversion content
  - AFTER event → recap + retargeting content
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## Tool 2: Website Scraping

**Purpose:** Extract valuable keywords to build your SEO campaigns around.

### What is website scraping?

Website scraping is the process of **collecting information from a website automatically** instead of copying it manually. It can also mean pulling keywords, content ideas, and event information from websites like tourism boards, event pages, or competitors — then using that data to improve your local SEO strategy.

#### Example use case:

- A city tourism site lists “Boston Seafood Festival”
- Scraping tools extract:
  - event name
  - location terms
  - frequently used keywords
- You then use that data to build:
  - blog posts
  - Google Business updates
  - landing pages

### How do I scrape a website?

For small businesses, this is usually done in **3 simple steps**:

#### Step 1: Identify the source website

Examples:

- city tourism sites
- event pages (concerts, festivals, conventions)
- sponsor websites
- competitor websites

#### Step 2: Choose a scraping tool

You use a tool that reads the website and extracts:

- keywords
- headings
- repeated phrases
- page content structure

### **Step 3: Extract and reuse the data**

You take what the tool gives you and turn it into:

- SEO keywords
- blog topics
- Google Business posts
- FAQ content for your website

### **Where do you find website scraping tools?**

You don't need advanced coding.

Most tools are available online through simple search or SEO platforms.

#### **Common places to find them:**

- Google Search (simple tools)
  - "free website scraper"
  - "SEO keyword scraper tool"
- SEO platforms:
  - Ahrefs
  - SEMrush
  - Ubersuggest
- Dedicated scraping tools:
  - Octoparse
  - ParseHub
  - Instant Data Scraper (Chrome extension)
- AI-assisted tools:
  - ChatGPT (with pasted content)
  - Claude
  - Gemini

### **Are these tools free?**

**Some are free — but with limits.**

#### **Free options:**

- Chrome extensions (basic scraping)
- Ubersuggest (limited searches)
- ChatGPT / Gemini (manual scraping via copy/paste)
- Free tiers of scraping tools (Octoparse, ParseHub)

## **Paid tools:**

- Ahrefs / SEMrush (advanced keyword + SEO scraping)
- Octoparse Pro (automation scraping)
- Custom AI workflows (for larger businesses)

## **Simple rule for small businesses**

If a website already contains information about:

- events
- tourism traffic
- local demand

then that website already contains **your future customers' search behavior**. Scraping just helps you **decode it faster**.

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## Tool 3: Prompting LLM's for Content Ideas

**Purpose:** Using LLM's like Claude, ChatGPT, Gemini, etc. to prompt for content ideas, based on the keywords you extract.

### What are LLMs?

LLMs (Large Language Models) are **AI systems that understand and generate human-like text**. Think of them as a digital assistant that can write, think, brainstorm, and analyze like a marketing team, strategist, and copywriter — all in one.

#### Simple explanation:

They take in information (your prompts) and generate:

- ideas
- content
- strategies
- explanations
- marketing copy

#### Example for small business use:

- "Write me a Google post for my café during a city festival"
- "Give me 10 blog ideas to attract tourists near my business"
- "Rewrite my website homepage to improve conversions"

### Where to find LLMs

You don't need technical setup. They are already available as apps and websites.

#### Common LLM platforms:

- **ChatGPT (OpenAI)** → [chat.openai.com](https://chat.openai.com)
- **Google Gemini** → [gemini.google.com](https://gemini.google.com)
- **Claude (Anthropic)** → [claude.ai](https://claude.ai)
- **Microsoft Copilot** → built into Windows + Edge
- **Perplexity AI** → research-focused LLM

### How to use LLMs (simple workflow)

For small business owners, use them in this 3-step loop:

#### Step 1: Give context

Tell the AI:

- your business type
- your location
- your goal

## **Step 2: Ask for output**

Examples:

- content ideas
- keywords
- blog posts
- customer messaging

## **Step 3: Refine**

Ask:

- “make it shorter”
- “make it more local”
- “make it more persuasive”
- “add SEO keywords”

LLMs are not just “chat tools”, they are your content engine for local visibility and demand capture.

## **What prompt should I use for content ideas on my LLM?**

You want prompts that combine:

- location
- event / demand context
- customer intent
- SEO output

## Core Prompt Template

“Act as a local SEO expert. My business is [business type] in [city]. Create 50 content ideas that target people visiting during [event/season], using the attached list of keywords. [attach the keywords from your website scrape/s] Focus on what they would search for on Google Maps or Google Search. Include blog ideas, Google Business posts, and social media content.”

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## Event-Based Version

“Generate 10 SEO-optimized content ideas for a small business in [city] during [event name]. Focus on tourist search behavior, local keywords, and ‘near me’ searches.”

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## Google Business Profile Version

“Write 10 Google Business Profile post ideas for a [business type] targeting visitors attending [event/season]. Make them optimized for local search visibility.”

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## Keyword Expansion Prompt

“List 25 keywords people would search for when visiting [city] during [event]. Group them into: food, shopping, services, and experiences.”

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## Tool 4: AI Content Production Acceleration

**Purpose:** Using AI tools to take the content ideas generated from LLM's to produce automated content.

### What is AI Content Production Acceleration?

AI Content Production Acceleration is the process of using AI tools to **create marketing content faster, at higher volume, and with consistent quality**. In other words, it means turning one idea into multiple pieces of marketing content in minutes instead of hours or days.

### Simple breakdown:

Instead of manually creating:

- blog posts
- social media captions
- Google Business updates
- landing pages
- email campaigns

You use AI to:

generate, refine, and repurpose content instantly across all channels.

### Example in real business terms:

One idea:

“Boston Food Festival is happening this weekend”

AI turns it into:

- 1 SEO blog post
- 5 Google Business posts
- 10 social media captions
- 3 landing page sections
- 1 email campaign

### What AI tools can I use to accelerate content production?

You don't need one tool — you need a **stack system**.

## 1. AI Writing & Strategy Tools (core engines)

- ChatGPT (OpenAI) → content writing + ideas
- Google Gemini → research + keyword expansion
- Claude → long-form writing + tone refinement

## 2. SEO & Content Automation Tools

- Blawgy → auto-generates and publishes blog content
- SurferSEO → content optimization for Google ranking
- Jasper AI → marketing copy production

## 3. Visual Content Tools

- Canva (Magic Write + Magic Design)
- Glam AI → lifestyle product + social content
- Midjourney → creative visual generation

## 4. Local SEO Tools

- Paige → Google Business Profile automation
- BrightLocal → local SEO tracking
- Semrush → keyword + ranking insights

## 5. Workflow Automation Tools

- Zapier → connects AI tools together
- Notion AI → content planning + organization
- Make (Integromat) → automation workflows

**How do I go about using tools to accelerate content production?**

### **STEP 1: Start with a single idea**

Example:

- “There is a major event in my city this weekend”

## **STEP 2: Feed idea into an LLM**

Use ChatGPT or Gemini to generate:

- content ideas
- keywords
- angles for different audiences

## **STEP 3: Expand into content types**

Ask AI to generate:

- blog post
- Google Business post
- social media captions
- email campaign
- FAQ content

## **STEP 4: Optimize for SEO + local search**

Refine content using:

- keywords (“near me”, city names, event names)
- search intent (“what to do near...”)
- location-based phrasing

## **STEP 5: Use specialized tools to scale output**

- Blawgy → auto-publish blogs
- Canva → generate visuals
- Paige → publish Google Business updates
- ChatGPT → refine tone + variations

## **STEP 6: Schedule and distribute**

Push content across:

- Google Business Profile
- Website blog
- Social media
- Email list

## **STEP 7: Repeat the cycle weekly**

Each cycle = new:

- event
- season
- keyword set
- content batch

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## Appendix: Platform How To's

### How to Install Blawgy

*Blawgy is a web-based service that integrates directly with your website's CMS (Content Management System), so there is no software to download. It works by connecting your site's API to the Blawgy dashboard.*

- **Official Website:** [blawgy.com](https://blawgy.com)
- **Installation/Setup Instructions:**
  1. **Create Account:** Go to the Blawgy website and sign up to access your main dashboard.
  2. **Access Integrations:** Navigate to the "**Integrations**" or "**Settings**" tab within the dashboard menu.
  3. **Select Platform:** Choose your specific website builder from the list of supported platforms (works with **WordPress, Shopify, Wix, Webflow, Ghost, and Framer**).
  4. **Connect Site:**
    - **For WordPress:** You may be prompted to install the Blawgy plugin or enter your site URL and admin credentials.
    - **For Shopify/Wix:** You will likely need to log in to your store account to authorize the API connection.
  5. **Enable Auto-Publish:** Once connected, configure your settings to allow Blawgy to "**Auto-publish**" content. This ensures generated blogs go live immediately without manual approval.